



U.S. General Services Administration

DDC ADVOCACY

GENERAL SERVICES ADMINISTRATION
Federal Supply Service



Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage! a menu-driven database system. The INTERNET address for GSA Advantage! is: GSAAdvantage.gov.

Schedule Title: Professional Services

Federal Supply Group: 00CORP

Contract No.: GS-07F-0763X

Contract Period: September 13, 2011 through September 12, 2021

Price List Current through modifications PA- 0018/PO-0012 dated December 3,2016/September 13, 2016

Special Item Nos:

541 1, 541RC	Advertising Services
541 2, 542RC	Public Relations Services
541 4A, 541 4ARC	Market Research and Analysis
541 5, 541RC	Integrated Marketing Services
541 1000, 541 1000RC	Other Direct Costs

Business Size: Large Business



**805 15th Street, Suite 300
Washington, DC 20005-2207**

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**Prices Shown Herein are Net (Discount Deducted)
For more information on ordering from Federal Supply Schedules,
click on the FSS Schedules button at fss.gsa.gov**



Customer Information

1a. Awarded Special Item Number(s): SIN 541 1, 541 1RC, Advertising Services, 541 2, 541 2RC, Public Relations Services, 541 4A, 541 4ARC, Market Research and Analysis, 541 5, 541 5RC, Integrated Marketing Services, 541 1000, and 541 1000RC Other Direct Costs

1b. Lowest Priced Service and Price for Each SIN: Technical and Creative Services \$161.75

2. Maximum Order \$1,000,000

3. Minimum Order: \$100

4. Geographic Coverage (Delivery Area): 48 contiguous states, Alaska, Hawaii, Puerto Rico, US territories, Washington, DC (and to a CONUS port or consolidation point for orders rec'd from overseas activities)

5. Point(s) of production (city, county, and State or foreign country): Washington, DC

6. Discount from list prices or statement of net price: Prices shown herein are GSA net prices, discount deducted.

7. Quantity discounts: +25% total base discount from standard commercial rates for only the technical and creative services to each government client after the aggregate annual amount of a fully funded order > \$475,000.

8. Prompt payment terms: 0.5% 20 days; Net 30

9a. Government purchase cards are accepted up to the micro-purchase threshold: Yes.

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: No

10. Foreign items (list items by country of origin): None

11a. Time of Delivery: As specified on task order

11b. Expedited Delivery: As mutually agreed upon

11c. Overnight and 2-day delivery: Contact contractor for rates

11d. Urgent Requirements: Contact Contractor to affect a faster delivery. Customers are encouraged to contact contractor for the purposes of expedited delivery.

12. F.O.B. Point(s): Destination.

13a. Ordering address: 805 15th Street, Suite 300, Washington, DC 20005-2207

13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment address: 805 15th Street, Suite 300, Washington, DC 20005-2207

15. Warranty provision: SCW

16. Export packing charges, if applicable: N/A.

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): See 9b.

18. Terms and conditions of rental: N/A.

19. Terms and conditions of installation: N/A.

20. Terms and conditions of repair parts: N/A.

20a. Terms and conditions for other services: N/A

21. List of service and distribution points: N/A.

22. List of participating dealers: N/A.

23. Preventive maintenance: N/A.

24a. Special attributes: N/A.

24b. Section 508: N/A.

25. Data Universal Number System (DUNS) number: 07-2478542

26. Notification regarding registration in System for Award Management (SAM) database: Registered, CAGE Code 7D6J4.



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About DDC Advocacy

For 20 years, DDC Public Affairs has served as a strategic partner to hundreds of leading federal and state institutions, associations, and companies spanning the industry sectors—from defense to manufacturing to labor to healthcare to financial organizations and more. As a full-service public affairs and strategic communications firm, we work with our clients to effectively connect with your target audiences—whether internal or external to your organization—and build consensus and support for your program, issue, or campaign. Beyond traditional public affairs, we are well-versed in reputation management, crisis communications, advocacy, labor issues, mergers and acquisitions, product and service awareness, corporate governance, and compliance.

Our decades of experience navigating legislative and regulatory complexities give our team the insight and proven skills to drive success and make an impact wherever needed. DDC's in-house teams of subject matter experts, media and communications specialists, and creative designers work together to strategize, implement, and manage client programs, no matter how big or small.

DDC is part of the DAS Group of Companies, a division of Omnicom Group Inc. With more than 150 employees in our Washington, D.C. headquarters and a vast, bipartisan, nationwide field network, we have built many of the most successful public affairs programs and engagement campaigns that are prominent and impactful today.

GSA Federal Supply Schedule Price List

SINs 541 1, 541 1RC, 541 2, 541 2RC, 541 4A, 541 4ARC, 541 5 and 541 5RC

<i>Technical and Creative Services</i>	<i>Government Hourly Rates (Inclusive of IFF)</i>
Graphic Designer	\$161.75
Copy Writer	\$161.75
Social Media Manager	\$161.75
Data Analyst	\$161.75
Web Developer	\$161.75
Interactive Strategist	\$161.75
<i>Senior Level Consultation</i>	<i>Government Hourly Rates (Inclusive of IFF)</i>
Director, Interactive Strategy	\$215.70
Campaign Director	\$215.70
Account Director	\$215.70
<i>Strategic Services</i>	<i>Government Hourly Rates (Inclusive of IFF)</i>
Managing Director	\$259.95

**SINs 541 1000 and 541 1000RC (Other Direct Costs)**

<i>Support Product/Service</i>	<i>Unit of Issue</i>	<i>Maximum Amount</i>
Call Center Outreach	Call	\$25.19
Online Advertising	Cost per thousand (CPM)	\$2.02
Strategic Consulting	Mo	\$10,075.57
Web Network	Ea	\$0.00257
Coalition Building and Earned Media Placement Services	Mo	\$15,113.35
Online Ad Purchase	Mo	\$26,384.38
Opt In Subscriber	Person	\$2.37
Data Records	Per 200,000	\$35,264.48
Direct Mail Items	Ea	\$1.06

Service Contract Act (SCA) is applicable to this contract and as it applies to the entire 00CORP Professional Services Schedule (PSS) and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CFR 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories/employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

**Service/Labor Category Definitions**

Technical or Creative Services	
Support public awareness campaign through content development, graphic design, copywriting, social media management and outreach, data analysis and management, web development and integration and other project delivery efforts.	
Labor Category	Description
Graphic Designer	<p>Assists in creating effective web and graphic designs within the Interactive strategy. Is responsible for creating graphic design and development for web based application</p> <p>Minimum 3 years experience as Web/Graphic Designer is required.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 3 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>
Copy Writer	<p>Produces a range of written materials, including both technical and creative. Responsible for meeting deadlines in a client intensive environment.</p> <p>Minimum of 5 years professional writing experience is required.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 5 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>
Social Media Manager	<p>Develops and implements comprehensive online marketing strategies that ensure effective campaigns that produce results.</p> <p>Minimum 5 years professional experience with online marketing and e-campaigns.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 5 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>
Data Analyst	<p>Ensures high quality creation and implementation of custom client databases and custom data requests including back end loading of their data, data extraction and reporting.</p> <p>Minimum 5 years relevant experience.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 5 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>
Web Developer	<p>Develops and delivers successful websites and online content solutions that meet or exceed client objectives. Design, create, code maintain and unit test websites.</p> <p>Minimum 5 years relevant experience.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 5 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>



DDC ADVOCACY

Labor Category	Description
Interactive Strategist	<p>Assists in the guidance and development of interactive strategies through understanding of the client's objectives/goals and target audience.</p> <p>Works with ongoing efforts to integrate emerging media and technologies to ensure client program goals are met.</p> <p>5 years experience in the interactive space is required, with a focus on site development, usability and analytics.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 5 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>
Senior Level Consultation Provides campaign management and expertise including campaign and project oversight and client management	
Labor Category	Description
Director, Interactive Strategy	<p>Provides support including communications programs, interactive campaigns, website design, print collateral, direct mail and marketing efforts.</p> <p>Minimum 7 years related experience with 5 in a supervisory position.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 3 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>
Campaign Director	<p>Works with clients and internal teams to develop the messaging and content of the campaign. Implements and oversees campaign completion. Manages multiple projects simultaneously.</p> <p>Minimum 7 years professional communication, marketing and/or writing experience.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 5 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>
Account Director	<p>Serves as the point of contact and overall relationship manager. Oversees project to ensure that projects are delivered on time and within budget. Works to increase client satisfaction, resolve product/business issues.</p> <p>Minimum 5 years experience is required in customer relationship management.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 3 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>



Strategic Services Provides campaign strategy development, messaging, branding, communication planning, market insight and senior program oversight	
Labor Category	Description
Managing Director	<p>Formulates the broader strategy and approach for public awareness campaigns and public affairs programs. Works with clients to develop high level public affairs and campaign strategies.</p> <p>Minimum of 12 years experience including public awareness campaign experience.</p> <p>BA/BS degree from an accredited college or university required. Alternatively, direct experience of 7 years in addition to the minimum experience cited above may be substituted for the bachelor's degree.</p>